



**WBTV**  
**One Julian Price Place**  
**Charlotte, NC 28208**  
**(704) 374-3500**

# CONTRACT

<u>Contract / Revision</u> 839535 /		<u>Alt Order #</u> 06391225
<u>Product</u> NC SUPREME COURT		
<u>Contract Dates</u> 10/24/12 - 10/30/12		<u>Estimate #</u> 1023
<u>Advertiser</u> North Carolina Judicial Coalition		<u>Original Date / Revision</u> 10/23/12 / 10/23/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WBTV	<u>Account Executive</u> Michael McCray	<u>Sales Office</u> Telerep-Dallas
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Innovative Advertising .**  
**405 North Columbia Street**  
**Covington, LA 70433**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WBTV	10/24/12	10/26/12	WBTV News 430a	430-5a		:30			NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$250.00			
N 2	WBTV	10/29/12	10/30/12	WBTV News 430a	430-5a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$250.00			
N 3	WBTV	10/24/12	10/26/12	WBTV News 6a	6-7a		:30			NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$1,300.00			
N 4	WBTV	10/29/12	10/30/12	WBTV News 6a	6-7a		:30			NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$1,300.00			
N 5	WBTV	10/24/12	10/26/12	The Early Show	7-9a		:30			NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$900.00			
N 6	WBTV	10/29/12	10/30/12	The Early Show	7-9a		:30			NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$900.00			
D 7	WBTV	10/28/12	10/28/12	WBTV Sun Am News	5-6a		:30			NM	0	\$0.00
N 8	WBTV	10/24/12	10/26/12	America Now	9a-10a		:30			NM	3	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$360.00			
N 9	WBTV	10/29/12	10/30/12	America Now	9a-10a		:30			NM	2	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$360.00			
N 10	WBTV	10/24/12	10/26/12	Rachael Ray	10a-11a		:30			NM	3	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$360.00			
N 11	WBTV	10/29/12	10/30/12	Rachael Ray	10a-11a		:30			NM	2	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$360.00			
N 12	WBTV	10/24/12	10/26/12	WBTV News at 4p	M-F 4-4.30p		:30			NM	3	\$2,475.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

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<u>Contract / Revision</u> 839535 /		<u>Alt Order #</u> 06391225
<u>Contract Dates</u> 10/24/12 - 10/30/12	<u>Product</u> NC SUPREME COURT	<u>Estimate #</u> 1023
<u>Advertiser</u> North Carolina Judicial C		<u>Original Date / Revision</u> 10/23/12 / 10/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$825.00			
N 13	WBTV	10/29/12	10/30/12	WBTV News at 4p	M-F 4-4.30p		:30			NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$825.00			
N 14	WBTV	10/24/12	10/26/12	WBTV News at 4.30p	M-F 4.30p-5p		:30			NM	3	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$875.00			
N 15	WBTV	10/29/12	10/30/12	WBTV News at 4.30p	M-F 4.30p-5p		:30			NM	2	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$875.00			
N 16	WBTV	10/29/12	10/29/12	Mon Prime Hour 1	8-9p		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$5,000.00			
N 17	WBTV	10/30/12	10/30/12	Tue Prime Hour 1	8-9p		:30			NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$8,000.00			
N 18	WBTV	10/25/12	10/25/12	Thur Prime Hour 3	10-11p		:30			NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$7,500.00			
N 19	WBTV	10/26/12	10/26/12	Fri Prime Hour 3	10-11p		:30			NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$7,000.00			
D 20	WBTV	10/28/12	10/28/12	Sun Prime Hour 2	8-9p		:30			NM	0	\$0.00
N 21	WBTV	10/27/12	10/27/12	ACC Football Reg Season	12n-330p		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$3,000.00			
N 22	WBTV	10/27/12	10/27/12	NCAA Football Reg Game 2	330p-7p		:30			NM	1	\$4,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$4,700.00			
N 23	WBTV	10/28/12	10/28/12	NFL LATE GAME	4P-7P		:30			NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$10,000.00			
N 24	WBTV	10/27/12	10/27/12	WBTV Sat 6a News	6-7a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$600.00			
N 25	WBTV	10/24/12	10/26/12	WBTV News At Noon	12-12:30p		:30			NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				2	\$1,400.00			
N 26	WBTV	10/29/12	10/30/12	WBTV News At Noon	12-12:30p		:30			NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$1,400.00			
N 27	WBTV	10/24/12	10/26/12	WBTV News At Noon	12-12:30p		:30			NM	2	\$4,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				2	\$2,300.00			
Totals											49	\$80,350.00

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839535 /	06391225

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/24/12 - 10/30/12	NC SUPREME COURT	1023

<u>Advertiser</u>	<u>Original Date / Revision</u>
North Carolina Judicial C	10/23/12 / 10/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
<hr/>												
Time Period		# of Spots		Gross Amount		Net Amount						
10/01/12 - 10/28/12		31		\$54,810.00		\$46,588.50						
10/29/12 - 10/30/12		18		\$25,540.00		\$21,709.00						
Totals		49		\$80,350.00		\$68,297.50						

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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